|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |
| --- |
|  |

 |  |  |

|  |
| --- |
|  |

 |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |
| **B.C.A - II SEMESTER** |
| **SEMESTER EXAMINATION: APRIL 2018** |
| **CA 6115- E - COMMERCE** |
|  |  |  |  |  |  |
| **Time- 2 1/2 hrs** |  | **Max Marks-70** |
|  |  |  |  |  |  |
|  |
|  |  |  |  |  |  |

**I.Answer the following questions (10\*2= 20)**

1. List any three advantages and disadvantages of the E- commerce environment.
2. How is a certificate authenticated?
3. What is open EDI?
4. What are electronic tokens mention their types.
5. What are the different venues for host infraction
6. Why is the need to use cryptography used in E-commerce?
7. Write a short note on commerce net advocacy
8. What is the role of digital signatures in E-Commerce?
9. Write a note on value added networks (VAN).
10. What is marketing? How is it different from advertising?

**II.Answer any five of the following (5\*6=30)**

1. With a neat block diagram explain the difference between B-2-B and B-2-C model.
2. Explain two secure transport protocols (STP) in detail.
3. What are the different types of shopping experiences? Explain in detail
4. Write a note on legal, security and privacy issues of EDI in detail
5. What is active or push based advertisement?
6. Write a detailed note on Electronic Publishing(EP)
7. Write in detail about EDI software implementations

**III.Answer any two of the following questions (2\*10=20)**

1. With a suitable example explain the information flow in EDI.
2. Explain the features of multi- purpose internet mail extension (MIME) in detail
3. Explain the steps involved in adaptation of a new product process on the internet